

EWA

EVENTS
WORTH
ATTENDING

FIRST TIME IN BALTICS

BOB DORF

26 — 30 NOVEMBER

RIGA, LATVIA

“

PERHAPS THE SECOND MOST
KNOWLEDGEABLE CUSTOMER
DEVELOPMENT EXPERT
ON THE PLANET...

BOB DORF QUICK FACTS

Crazy folk in Customer Development & Business Modeling

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STARTUPS

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ANGEL DEALS

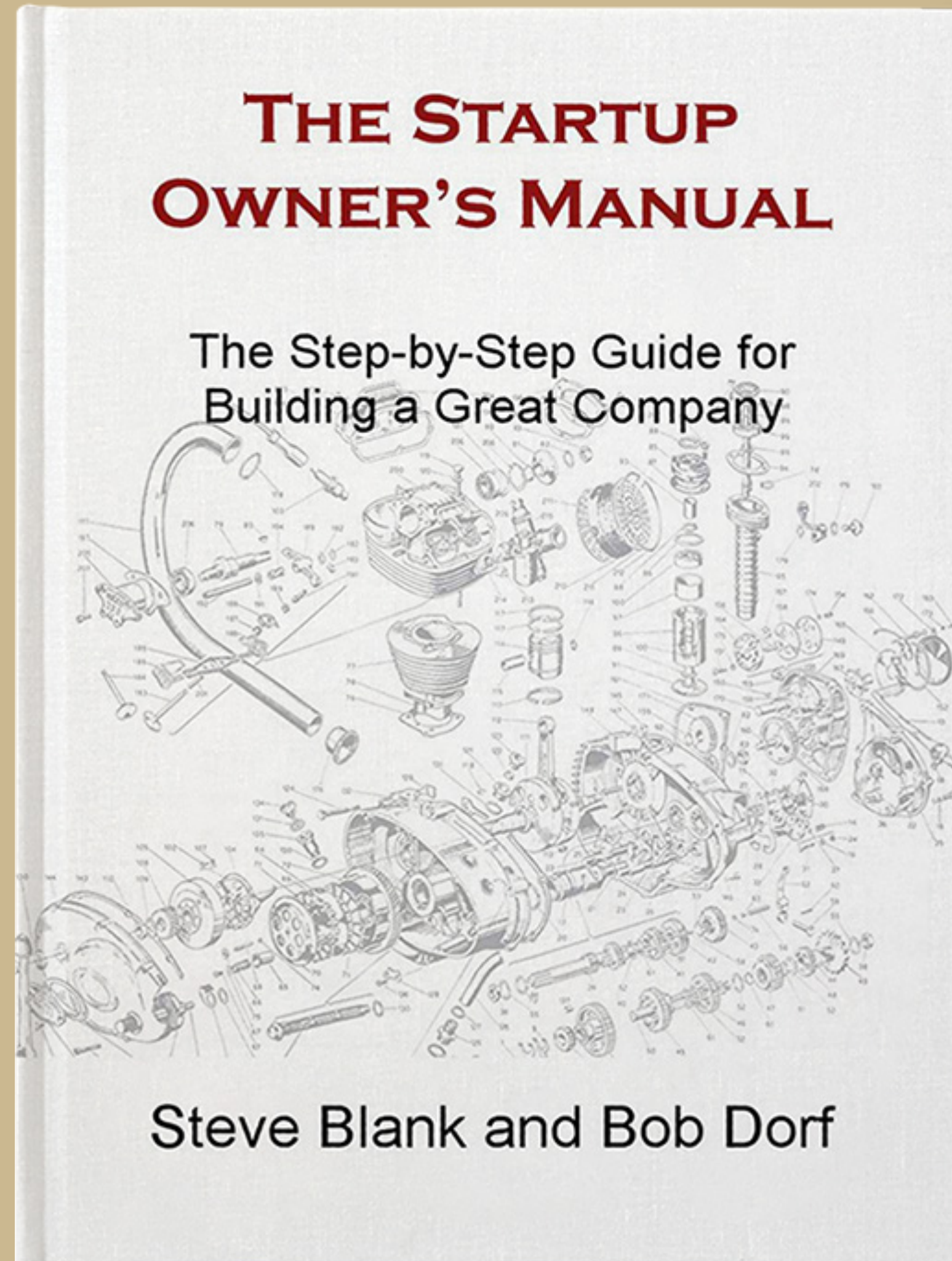
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IPO'S

Training and coaching

startup teams, incubators, governments
and government programs

BOB DORF
GLOBAL BESTSELLER



Bob Dorf is likely the second most knowledgeable Customer Development expert on the planet, second only to its developer and Godfather, Steve Blank.

Two years of virtually fulltime research and development in 2012 resulted in Bob Dorf's along with a Silicon Valley entrepreneur Steve Blank publication of a global business bestseller, **The Startup Owner's Manual: A Step-By-Step Guide to Building a Great Company** – the most comprehensive, rigorous step-by-step roadmap that is guiding startup founders throughout the world.

No 1

Amazon.com's Business
 & Entrepreneurship bestseller

500,000+

copies sold worldwide

23 languages

translated worldwide

450+

universities worldwide
 used intellectual tools

BOB DORF TRAINING & COACHING

- A. > 1000 startups**
- B. Trained thousands of coaches**
- C. 4 continents**
- D. Entrepreneur in Residence at Columbia Business School in New York City.**

USA

All across Silicon Valley, New York University, Massachusetts Institute of Technology etc

RUSSIA

Skolkovo Moscow School of Management

Latin America

Mexico

South Africa

Saudi Arabia

Some examples

In 2017 participated in Global Entrepreneurship Congress in Johannesburg, South Africa, where Bob gave lessons for Lean Leadership for the audience of more than 8000 people from around the world.

Worked intimately with established growing Latin American Companies in the ECLA Program at Columbia Business School in New York City.

Gave a three-day intensive program at Skolkovo Startup Academy Moscow for startup founders, who continue on with local faculty in a ten-week "Startup Academy" program. To date, 100+ program graduates have raised more than \$4-million in funding and created far more in valuation.

Counseled dozens of nonprofit organizations including legendary Acumen Fund, a sustainable venture fund.

& much more

BOB DORF
FIRST TIME IN BALTICS

26 — 30 NOVEMBER

Bob is coming to Riga

and agreed to run an open introductory lecture,
a 2-day exclusive limited seats "Train the Trainers" practical
event, masterclass and some private meetings, workshops.

BOB DORF EVENT CALENDAR

MONDAY
26 NOVEMBER

STARTUP BOOT CAMP SESSION

Bob Dorf & EWA

SOLD OUT

STARTUP MASTERCLASS

Bob Dorf & EWA

SOLD OUT

TUESDAY
27 NOVEMBER

STARTUP BOOT CAMP SESSION

Bob Dorf & EWA

SOLD OUT

BIG WARMUP EVENT & KEYNOTE

LIAA Deep Tech Atelier
Presents

TO BE
ANNOUNCED

WEDNESDAY
28 NOVEMBER

TRAIN THE TRAINERS & STARTUP BOOTCAMP and MASTERCLASS

REGISTRATION
OPEN

LIMITED SEATS

EXCLUSIVE

2-day practical event & masterclass by Bob Dorf

"Train the Trainers" program is limited to only 55 participants, who will be trained & up to 15 selected "startup teams" will be accepted to the program

2 full day event 09am - 6pm + GALA dinner

For who: Educators, Founders & Startups, Startup Coaches, Investors, Leaders of Accelerators & Incubators (both: private & governmental), ambitious individuals, who are interested in Entrepreneurship.

Program will provide intellectual tools that have been co-developed by Bob and are now used in over 450 Universities as well as thousands of Incubators/Accelerators Worldwide and resulted in birth of numerous successful startups.

GALA DINNER

THURSDAY
29 NOVEMBER

FRIDAY
30 NOVEMBER

GOVERNMENT TRAINING WORKSHOP & MASTERCLASS

Bob Dorf & EWA

SOLD OUT

STARTUP MASTERCLASS

Bob Dorf & EWA

SOLD OUT

BOB DORF

TRAIN THE TRAINERS

28 / 29 NOVEMBER

Exclusive 2-day practical event & masterclass

by Bob Dorf

Our time together will focus not only on tools, tricks and methods for teaching this innovative startup methodology, but also steps, tools and tactics of the Lean Startup method itself.

Whether you call it "lean startup" or "customer development," we will work together to see how innovative new business ideas evolve, using the same tools Silicon Valley's most successful startups and many big companies employ.

Goal: To deliver an intense and thorough dive into the lean startup & customer development methodology and how to exploit it for doing the successful business.

Result: You will learn a system & methodology for testing every element of the business model and truly know your customer.

CUSTOMER DEVELOPMENT METHOD LEAN STARTUP MOVEMENT

a methodology which recognized that startups are not smaller versions of large companies, but require their own set of processes and tools to be successful.

STEVE BLANK

PROGRAM IN SHORT

- ✔ Great ideas are only ideas until they're turned into repeatable, scalable, profitable businesses.
- ✔ Every element of a business must be tested with customers — the only folks whose opinions matter
- ✔ There's a rigorous test-and-iterate methodology to guide you every step the way
- ✔ Most businesses fail, not for lack of product or technology, but for an inability to attract customers
- ✔ Very little is sacred beyond earning intense customer and sales channel enthusiasm, and it can all be tested and optimized long before the first product is built, shipped or sold

CONDITIONS FOR PARTICIPATION

2 FULL DAY EVENT

28.11–29.11 AT 09:00–18:00

MOST SPECTACULAR BUSINESS VENUE

GUIDED BY BOB DORF

“TRAIN THE TRAINERS” PROGRAM

Registration on event's homepage:
www.EventsWorthAttending.com
 and via contacting EWA Team

FULL PRICE:
EUR 850 excluding VAT

BMDA MEMBERS SPECIAL PRICE*:
EUR 680 excluding VAT

Educators, Founders, Investors, Top Managers, Leaders of Accelerators & Incubators, Startup Coaches and Representatives of Startup Oriented Government Initiatives.

- ✓ 55 seats available
- ✓ Theoretical and intense practical working environment
- ✓ Certificate of participation and 2-days "Train the Trainers" course completion issued and signed by Bob Dorf
- ✓ Business lunch and a coffee break on 28th and 29th November
- ✓ Private dinner with Bob Dorf, Trainers and Partners on 29th of November
- ✓ 20% discount applicable for Baltic Management Development Association members *if registered until October 22nd (applying BMDA special promo-code)

BOB DORF
FIRST TIME IN BALTICS



There are no facts inside your office building. You have to get out and talk to your customers!

Bob Dorf

Serial entrepreneur co-author
of *The Startup Owner's Manual*

EWA

EVENTS
WORTH
ATTENDING



Jelena Osipkova

Co-founder, (CEO) Event Experience Manager

Founder of Attache Baltique
The Lobby Riga Creative Director

+371 26 575 953

reach for Jelena at:

welcome@eventsworthattending.com



Anton Adamovic

Co-founder, Head of Strategy

Forbes 30 Under 30 Europe
CEO of Conelum Biotech

+371 28 612 101

PARTNERS

